

## *DELIVERABLE 2.5.1* *INNOVATION FORA*

Due date of deliverable: M30

Responsible organisation for this deliverable: John Nurminen Foundation



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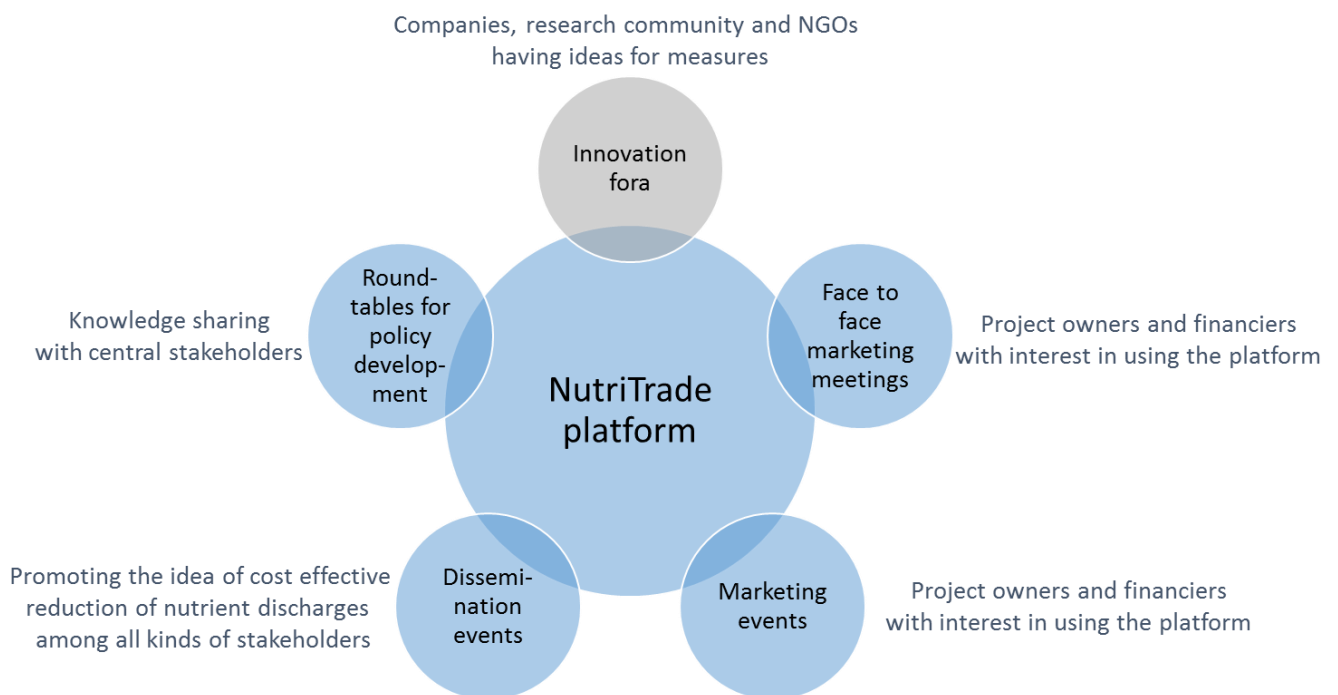
## Introduction

An important aspect of the NutriTrade Platform is the creation of a systematic mechanism for the identification of innovative regional and local measures to reduce nutrient inputs to the Baltic Sea. This will be achieved through two main instruments:

- Innovation Fora are events that provide an opportunity to present, discuss and assess new initiatives. The events thus enable emerging of new ideas and receiving feedback on them. New ideas will go through a preliminary scientific evaluation of their environmental effects, costs and implementation possibilities. If the assessment is positive, the measures will be added to the Platform.
- A noticeboard of the platform enables the continuous exchange of information and ideas between the users of the platform.

The Innovation Fora also serve as a means to engage with key stakeholders and thus promote the development of the Platform in close contact with companies, scientific research community and NGOs (Figure 1).

*Figure 1. Innovation fora in the context of other NutriTrade activities aiming at stakeholder involvement*



This document lays down the ideas for organising the Innovation Forum in Finland. In conceptualisation, a simple framework is used, starting from the definition of objectives and moving on to the desired format and to the draft programme of the event.

## Concept for Innovation Fora

### Definition of goals, boundaries and a strategic service vision

For NutriTrade, the organisation of Innovation Fora offers an opportunity to

- promote the idea of Baltic Sea protection
- give room for new ideas and untested methods for nutrient load reduction
- promote the exchange of ideas
- assess the feasibility of these ideas for Baltic Sea protection
- make innovators meet financiers
- facilitate cross sector cooperation by gathering together people from various trades
- utilise outcomes in the development of the NutriTrade platform

The most important participants are innovators (researchers, startups, spinoffs, SMEs, large companies) and reviewers and potential financiers of innovations. For them, the motivation to participate derives from business concept development, business opportunities, and professional interests.

In atmosphere, the events would ideally be of people to people style (bringing people together), but also educational and informative.

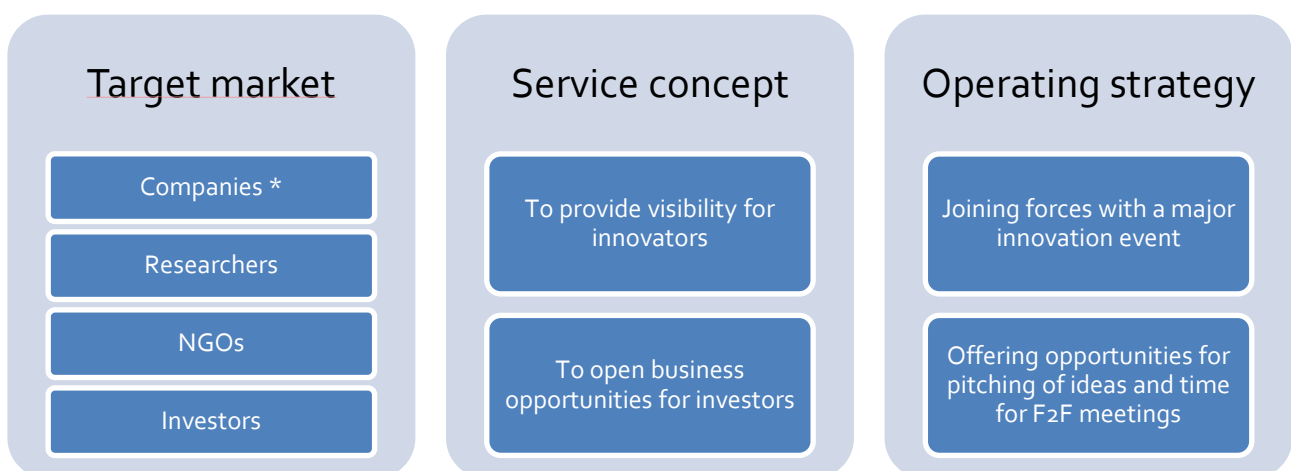
The main challenges foreseen include

- lack of contacts to innovators, business angels and venture capitalists
- lack of a pull factor to attract the right audience
- NutriTrade brand not yet strong enough to move masses of people

The aim is that the event is free of charge for the participants. However, from the participants' point of view, accepting an invitation to the event means investing their time in it.

To overcome the challenge of reaching the right target group, it may be desirable to join forces with an existing event, where it would be possible to pitch ideas and organise meetings between participants. A strategic service vision for Innovation Fora is presented in Figure 2.

Figure 2. Conceptualisation of Innovation Fora



\* startups, spinoffs, SMEs, large companies

## Desired Format

In order to facilitate the meeting of innovators and the flow of development ideas for the platform, the event would ideally provide opportunities for

- the visibility of innovators in the form of presentations
- the presence of investors and experts to maximize the feedback to innovators and increase their participation
- knowledge sharing in an interactive manner
- relationship building with possibilities to one to one meetings

## Finland

In Finland, there are several regional or sectoral innovation seminars, but for the purposes of reaching stakeholders, Slush (<http://www.slush.org/>) was considered as the most attractive alternative. Slush is organized annually in November at the Expo and Convention Centre in Helsinki and claims to be Europe's leading startup event with over 15,000 attendants. Cleantech has been presented in a side event that in 2015 was hosted by Sitra under the name "Slush Evening for Circular and Clean Solutions". In 2015, the programme featured

- cleantech competitions aiming at developing solutions for the challenges and opportunities identified by multinational companies such as Fortum, Kemira, UPM, and Wärtsilä,
- panel discussions, and
- a networking event.

The themes, venue and time seem all very feasible for organizing a NutriTrade innovation forum in conjunction with Slush. Consequently, the organisers were contacted to discuss cooperation opportunities for Slush 2016.

It was agreed that in 2016, NutriTrade can join the side events on 1 December. For pitching, there is an event titled "Smart & Clean Future" organised by Sitra in co-operation with the Central Union of Agricultural Producers and Forest Owners (MTK) and the Helsinki Metropolitan Smart & Clean Foundation and in collaboration with EIT Climate-KIC and UPM. There are two focus areas: "Smart Farming and Clean Food" and "Clean Cities and Smart Citizens". For speed dating, NutriTrade will join the session by Elinkeinoelämän Keskusliitto, Team Finland, Tekes and Finnish Water Forum.

## Sweden

For the purposes of reaching stakeholders, a one-day workshop will be arranged in Stockholm on April 27, 2017 inviting stakeholders such as:

- Clean tech companies/projects of interest in obtaining financing through the platform
- Lighthouse business companies/ investors interested in financing projects through a platform for goodwill or compensatory reasons
- Lighthouse municipalities working on and possibly also financing different projects
- Representatives for key government agencies (e.g. SwAM, Ministry of Environment)
- NGOs working with the Baltic (e.g. WWF, Coalition Clean Baltic)
- Researchers with knowledge w.r.t. different projects and possible measures of improving the Baltic State.

## Draft Programme

### Finland

In Finland, the draft programme for an Innovation Forum (Slush 2016) is as follows:

1. **Introduction:** Description of the challenge and the opportunities provided by the NutriTrade Platform.
2. **A pitching session:** Idea presentations by innovators and comments by potential financiers and technical/environmental/legal experts to help sharpen the business ideas.
3. **Speed dating:** NutriTrade to meet innovators and investors with the idea to learn about new water protection measures and to present the opportunities of the Platform to innovators and investors in face to face meetings.

### Sweden

In Sweden, the draft programme for an Innovation Forum is as follows:

- Introduction: Description of the challenge and the opportunities provided by the NutriTrade Platform.
- A pitching session: Idea presentations by innovators and comments by potential financiers and technical/environmental/legal experts to help sharpen the business ideas.
- Platform test: Presentation of a beta version of the NutriTrade platform.
- Platform evaluation: An evaluation of the platform from the potential users' perspective.

For the purpose of obtaining interest for this workshop as well as for identifying and contacting potential participants Anthesis Enveco attended the conference "Baltic Sea Future" March 6-7 in Stockholm. During the conference contacts were established with potential projects and financiers of the platform as well as governmental agencies and NGO's.

## Annexes: Realisation of an Innovation forum in Finland

- 1 Pitching of NutriTrade platform: Presentation by Marjukka Porvari and Anna Saarentaus at Slush introducing Smart & Clean Future
- 2 Idea presentations by innovators: Programme of Slush introducing Smart & Clean Future
- 3 Speed dating: List of hosts' tables, Timetable for NutriTrade meetings and Summary of speed dating contacts

Annex 1      Pitching of NutriTrade platform: Presentation by Marjukka Porvari and Anna Saarentaus at Slush introducing Smart & Clean Future





# NutriTrade

Nutrient Offsetting for the Baltic Sea



EUROPEAN UNION  
European Regional  
Development Fund



## WANTED – SOLUTIONS FOR SAVING THE SEA

Marjukka Porvari & Anna Saarentaus  
John Nurminen Foundation

SLUSH introducing SMART & CLEAN FUTURE 01.12.2016

A photograph showing two ducks swimming in a body of water. The water is a pale, milky green color, indicating a significant algal bloom. The duck in the upper left is facing away from the camera, while the duck in the middle right is facing towards the camera. Both ducks have brown and orange mottled feathers. The water surface is covered with a thick layer of green algae, with some darker patches visible. The overall scene suggests a water quality issue in a natural habitat.

The Gulf of Finland was not well...

Photo: Seppo Knuuttila





**With result-oriented action, we  
can change the situation!**

Photo: Jukka Nurminen





NutriTrade will develop **a crowdfunding platform** for connecting cost efficient nutrient reduction projects with voluntary financiers





Gypsum treatment of fields: new promising way to help  
the Archipelago Sea



A photograph of a sandy beach with dunes and coastal plants under a blue sky. The sand is light-colored and shows some footprints. The plants are green and have long, thin leaves. The sky is blue with some white clouds.

**Welcome to participate**

- **Generate funding for your project**
- **Share information on your product / service**
- **Get customer references for your technology**
- **Donate for a good nutrient reduction project**



More information

<http://nutritradebaltic.eu/>

@NutriTradeEU

Contact

[marjukka.porvari@jnfoundation.fi](mailto:marjukka.porvari@jnfoundation.fi)

[anna.saarentaus@jnfoundation.fi](mailto:anna.saarentaus@jnfoundation.fi)

Photo: Tuomas Heinonen





**Nothing is impossible**  
— not even reviving the Baltic Sea.



**CLEAN BALTIC SEA** JOHN NURMINEN FOUNDATION

[puhdasitameri.fi](http://puhdasitameri.fi)





# NutriTrade

Nutrient Offsetting for the Baltic Sea



HELSINGIN YLIOPISTO  
HELSINGFORS UNIVERSITET  
UNIVERSITY OF HELSINKI



Sveriges lantbruksuniversitet  
Swedish University of Agricultural Sciences



Annex 2      Idea presentations by innovators: Programme of Slush introducing Smart & Clean Future



# Slush introducing smart & clean future

ILMOITTAUDU

01.12.2016 klo 18:00 - 21:00

Messukeskus Helsinki, Expo and Convention Centre , [Messuaukio 1, 00520 Helsinki, Finland](#)

[@SitraFund](#), [@SmartClean\\_Fi](#), [@MTKry](#), [#Slush16](#), [#smartclean](#), [#smartfarming](#)

*We are creating the future now. What will the future look like? How will we live, move around, eat and work? How and where will we produce food in the future?*

Innovators and pioneers are providing answers to the challenges of the future. Opportunities are emerging in many fields and the most agile forerunners are moving fast to capture the markets.

Come and explore radical clean technologies and smart solutions at our event **SLUSH introducing SMART & CLEAN FUTURE on Thursday 1 December 2016 from 6 to 8 p.m.** The event is organised by Sitra in co-operation with [the Central Union of Agricultural Producers and Forest](#)

Owners (MTK) and the Helsinki Metropolitan Smart & Clean Foundation and in collaboration with EIT Climate-KIC and UPM.

This SLUSH side event contains two simultaneous streams: one focusing on **Smart Farming and Clean Food** and the other looking at **Clean Cities and Smart Citizens**.

Both sessions will feature pitches from cutting-edge start-ups, inspiring cases of technology and company development, information on financing opportunities and incisive views on the future to challenge the audience.

*The event is revolutionary in many ways. This is the first time that the agriculture sector is taking part in SLUSH. And the Helsinki Metropolitan Smart & Clean project will involve you in the world's first union of cities, companies, universities and government organisations committed to save the world by creating successful business. So do not miss out!*

Welcome!

**Mari Pantsar**, Sitra

**Juha Marttila**, MTK

**Tiina Kähö**, Smart & Clean Foundation

**SMART & CLEAN FUTURE – Programme**

## **6 p.m. Opening and Setting the Scene (Seminar Hall 1)**

Outcome Economy: Out of the dark ages into a smart and clean world by **Helge Tennø** (Founder & Principal, Jokull AS)

## **6:15-8 p.m. Session I: Smart Farming and Clean Food (Seminar Hall 2)**

6:15 p.m. Welcoming words by **Juha Marttila** (Chairman of the Board, MTK) and **Mari Pantsar** (Director, Sitra)

6:25 p.m. Welcome to Agriculture 2.0 by **Rob Leclerc** (Co-Founder and CEO, AgFunder)

6:40 p.m. Start up solutions from the farming and food sector

From swamp to the reactor: Renewable energy storage & boost – **Saara Kankaanrinta**; Co-founder and Board Member, Qvidja Kraft

Unlocking the potential of insects – **Perttu Karjalainen**; CEO and Co-founder, EntoCube

Massively optimizing artificial irrigation – **Jonathan Skelly**; CEO, Soil Scout

New and exciting way to remove water from food – **Randi Phinney**; CEO and CTO, Soleva Technologies

7:00 p.m. Food Odyssey 2016 – The Future Is Here! **Tuomas Rinta-Panttila**, **Niina Sillanpää** and **Marc Gassot**; ArtSense

7:15 p.m. Are cows spending their time in social media? **Jarmo Puputti**; Managing Director, RaisioArgo Ltd

7:30 p.m. Wanted – Solutions for saving the sea – **Marjukka Porvari**; Director Clean Baltic Sea project, John Nurminen Foundation

7:45 p.m. Situation normal all f\*\*\*\*d up – **Samuli Laurikainen**; Organic Farmer, Snafu Oy

8-9 p.m. **Snacks and Cocktails**

## **6:15-8 p.m. Session II: Clean Cities and Smart Citizens (Seminar Hall 1)**

6:15 p.m. Welcoming words and introduction to Smart & Clean

6:20 p.m. The emerging business opportunities created by clean cities

**Jukka Mäkelä**; Mayor of Espoo

**Jussi Pajunen**; Mayor of Helsinki

**Jyrki Myllyvirta**; Mayor of Lahti

**Jose Valanta**; Director of Business Development of City of Vantaa

6:30 p.m. Smart and clean corporate pitches

One billion reasons to collaborate with us – **Kimmo Kujala**; Director Offering & Business Development, Kone

Fortum startup investments for smart and clean future – **Anne Jalkala**; Vice President Startup and Fund Investment, Fortum

Neste and cities: Smarter and cleaner – **Simo Honkanen**; Senior Vice President Sustainability and Public Affairs, Neste

Biofore – The forest of opportunities for smart startups – **Petteri Kalela**; Vice President New Business, UPM

7:00 p.m. What is your best smart & clean action? **Markus Terho**; Head of focus area Resource Wise Citizen, Sitra

7:05 p.m. Caverion reverse pitch and hack the office – **Ville Tamminen**; Vice President Sales, MarCom and Development, Caverion Suomi Oy

7:15 p.m. Start-up solutions from smart and clean city development

The future of mobility: from ownership to experiences – **Sami Pippuri**; CTO, MaaS Global

The global bike rental platform – **Rune Kokholm**; COO, Donkey Republic

Sunmapper – Making solar easy – **Lars Holtse Bonde**; CEO & Co-founder, Picodat

7:30 p.m. New paradigm for urban air quality – **Jarkko Sairanen**; Executive Vice President, Vaisala

7:45 p.m. Do, do, do – Save the world – Prosper – **Tiina Kähö**, Executive Director, Smart & Clean Foundation

## 8-9 p.m. **Snacks and Cocktails**

This side event is free of charge and does not include entry to SLUSH. By registering to the Smart & Clean Future side event you will receive a discount code enabling you to buy a one-day ticket to SLUSH for Thursday 1 December 2016 for only 225 euros (normally 295 euros).

JAA

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AIHEET

TAPAHTUMAT

ILMASTONMUUTOS

KIERTOTALOUS

## KANAVAT



TWITTER



FACEBOOK



LINKEDIN

YOUTUBE

INSTAGRAM

SLIDESHARE

## OTA YHTEYTTÄ

Suomen itsenäisyyden juhlarahasto Sitra  
Itämerenkatu 11-13, PL 160,  
00181 Helsinki

Puhelin +358 294 618 991

Sähköpostiosoite  
etunimi.sukunimi@sitra.fi tai sitra@sitra.fi

Saapumisohjeet

Y-tunnus 0202132-3



Käyttöehdot

Annex 3	Speed dating: List of hosts' tables at SLUSH Digital Revolution in Cleantech, Paris Agreement and China Opportunities – Hotspots & Speed Dating
	Timetable for NutriTrade meetings
	Summary of speed dating contacts



SLUSH Digital Revolution in Cleantech, Paris Agreement and China Opportunities – Hotspots & Speed Dating 1.12.2016, 15:45-17:45, Messukeskus, Kokoustamo, Room 203	
Table	Company/Organization, Name, Title - Field of expertise:
1	<b>BCI Beijing Capital Investment</b> , Mr. WANG Teng - Finance, Business Development, Cleantech, Bioeconomy, China
2	-
3	<b>BPEA Beijing Private Equity Association</b> , Mr. MIAO Naichuan, General Secretary, Cross-Border Investment Committee - Finance, Business Development, Cleantech, China
4	-
5	<b>Nordic-China Growth Partners</b> , Janne Martola, Partner, Expansion Capital, M&A, Finance
6	-
7	<b>Finnish Water Forum</b> , Katri Mehtonen, Vice Managing Director, Smart water
8	<b>Cleantech Finland</b> , Jussi Vanhanen, Program Director - Cleantech
9	<b>DNA</b> , Kati Sulin, Chief Digital Officer - Online Business Development
10	<b>EnergySpin / EnergyVaasa</b> , Marko Koski, Business Advisor - Energy business accelerator, startups
11	<b>Finnish Venture Capital Association (FVCA)</b> , Markus Sjöholm, Board Member, CapMan/Partner, Head of Buyout Team
12	<b>FinnSEA</b> , Kaija Keijola –Global markets, especially Asia & Vietnam
13	<b>Finpro East Asia</b> , Jaani Heinonen, Head of Region East Asia - Business Development, Accelerating startups, Digitalization, China
14	<b>Fortum</b> , Pekka Manner, Business Development Manager - Renewable energy
15	<b>Fortum</b> , Kaarle Mäkinen, Solar Business Developer - Renewable energy
16	<b>Gasum</b> , Juha Håkämies, VP Strategy and M&A - Biogas
17	<b>HSY Water Supply</b> , Aninka Urho, Environmental Specialist - Cleantech, Bioeconomy, Water and wastewater
18	<b>HSY Water Supply</b> , Tomi Lukkarinen, Automation Engineer - Cleantech, Bioeconomy, Water and wastewater
19	<b>HSY Water Supply</b> , Tommi Fred, Head of Department - Cleantech, Bioeconomy, Water and wastewater
20	<b>John Nurmisen Säätiö</b> , Anna Saarentaus, Project Manager - Nutritrade
21	<b>Kasvu Consulting</b> , Silva Paananen, Managing Director - Growth, India
22	<b>Kemira</b> , Samantha Kiljunen, Senior Manager Future Ventures - Digital solutions for water treatment
23	<b>Lassila &amp; Tikanoja</b> , Ville Simola, Digitalist - Digitalization
24	<b>Ministry for Foreign Affairs of Finland</b> , Okko-Pekka Salmimies, Ambassador for Team Finland - Market Access
25	<b>Ministry for Foreign Affairs of Finland</b> , Juha Markkanen, Trade Ambassador at Finpro - Market Access
26	<b>Nordic Environment Finance Corporation NEFCO</b> , Mikael Reims, Fund Manager - Finance
27	<b>Nordic Innovation Accelerator Ltd</b> , Nina Harjula, CEO - Cleantech, Venture Programs
28	<b>Ramboll Management Consulting</b> , Maarit Vuorela, Director - Management Consulting

29	<b>Ramboll Management Consulting</b> , Riina Känkänen, Project manager, environmental consultant - Sustainability, energy and resource efficiency, environmental impacts and climate change
30	<b>Sitra</b> , Mari Panssar, Director - Cleantech, Circular economy
31	<b>Solved</b> , Santtu Hulkkonen, Executive Vice President - Business Development, Cleantech, Digitalization / Eija Kiviranta, Business Lead
32	<b>TechCode</b> - Incubator, operations management, dynamic growth
33	<b>Cleantech Finland for Greater China</b> , Mika Finska, Program Director - China, Cleantech
34	<b>Tekes</b> , Arto Mustikkaniemi, Counselor - Innovation, Bioeconomy, Cleantech
35	<b>Tekes</b> , Candice Zhang, Project Manager - China
36	<b>Tekes</b> , Elisa Yu, Specialist -Shanghai
37	<b>Tekes</b> , Pia Salokoski, Chief Advisor - Energy
38	<b>Tekes</b> , Jyri Arponen, Program Manager - Cleantech as a service, cleanweb, digitalization, circular economy
39	<b>TeliaSonera</b> , Juha Viinikainen, ICT Solution architect - Cleantech
40	<b>TeliaSonera</b> , Kalle Mehtola, Digital Solutions Lead - Cleantech
41	<b>TeliaSonera</b> , Robert Wendelin, Head of IOT - Cleantech
42	<b>TM System Finland Oy</b> , Pirita Mikkonen, Partner - Business Development, Cleantech, Bioeconomy, China
43	<b>Valmet</b> , Ari Saario, Head of Strategy and Operational Development - Strategy
44	<b>Spinverse Group</b> , Yang Liu, Regional Manager -Turkey solution for entering Nordics, Business development, Open innovation, Financial services for innovation
45	<b>Ministry of Transport and Communications</b> , Emil Asp, Senior Officer - Mobility as a Service
46	<b>Ministry of Economic Affairs and Employment</b> , Enterprise and Innovation Department, Sari Tasa, Program Director - Cleantech, bioeconomy, cyclic economy – growth and export
47	<b>Ministry of Economic Affairs and Employment</b> , Energy Department, Pentti Puhakka, Chief Counsellor - Market uptake of Clean Energy Solutions, Energy R&D&D, Energy systems

## John Nurmisen Säätiö, Anna Saarentaus, Project Manager – Nutritrade, table 20

16:15-16:25	Juha Roininen, Innovation responsible, Cleantech, Circular Economy, Biotechnology SFTec Oy, +358 40 444 1539, juha.roininen@sfttec.fi
16:25-16:35	Ari-Pekka Karppo, CEO, IoT, low emission heating and cooling energy, Residentia Oy/Attiva Oy, +358505260650, ari-pekka.karppo@residentia.fi
16:35-16:45	Ramboll Management Consulting, Riina Känkänen, Project manager, environmental consultant - Sustainability, energy and resource efficiency, environmental impacts and climate change
16:45-16:55	Outi Ugas, Senior Advisor, CEO, Strategy and sustainability advisory, The Natural Step, +358404114541, outi@naturalstep.fi
16:55-17:05	-
17:05-17:15	Timo Sivula, Senior Vice President, Cleantech energy, Heliostorage, +358 45 624 5150, timo.sivula@heliostorage.com
17:15-17:25	-
17:25-17:35	Benny Smeds, SALES & MARKETING MANAGER / FOUNDER & CEO, MEDIA & CONSULTING, HELSINKI TIMES / VIP FINLAND concierge & consulting, +358407421218, benny@vipfinland.com
17:35-17:45	-

## **Innovation forum - kontaktit**

### **SFTec / Juha Roininen**

- Uudentyyppinen energiatehokas kuivain kaikkien materiaalien kuivaukseen, yhdistää rumpu- ja hihna kuivurin hyvät puolet
- Kuivauslämpötila 80°C, energianlähteenä bioenergia/hukkalämpö
- Sovelluskohteena ravinteiden kierrätys

### **Ramboll / Riina Känkänen**

- yva, kansantaloudelliset vaikutukset, suunnittelu
- kansantalouden tilinpito -> materiaalivirrat -> ravinnevirta-analyysi

### **The Natural Step / Outi Ugas**

- Aatteellinen järjestö / ympäristökonsultti
- työpajat, pelit, ympäristökasvatus

### **Attiva Oy / Ari-Pekka Karppo**

- Energiaratkaisujen toimittaja, mutta yrityksen softa energiadatan seurantaan sopisi hyvin myös veden laadun monitoroinnin etäseurantaan.
- Mahdollisuus Pro bono –työhön

### **Kemira / Samantha Kiljunen**

- Digital solutions, P extraction

### **Leadfeeder**

- Website vierailijoiden osoitteiden poimiminen Google Analyticsin kautta yhteydenottoja varten. Käyntikortissa koodi 40 päivän ilmaista käyttöä varten.

### **SteerPath**

- Kartat, räätälöityjä ratkaisuja esim. NutriTrade alustaa varten

### **AdLaunch**

- Mainosvideo 99 eur (kuva, musiikki valmiista raidoista joissa huolehdittu tekijänoikeusmaksuista; omat tekstit ja logot)

### **Seita**

- Markkinointipresentaatiot, esim. NutriTrade alustaa varten

### **Tekes / Jyri Arponen**

- Program manager cleantech as a service

### **Residentia**

- Aurinkolämpö talteenottojärjestelmällä

### **TEM / Pentti Puhakka**

- Energiansäästösopimukset

**Kasvu Consulting / Silva Paananen**

- avaa Intian markkinoita suomalaisyrityksille

**Vip Finland & Helsinki Times / Benny Smeds**

- Life coach ja myy palstatilaa verkkolehdestä Helsinki Times

**Arvo-Tec Oy / Kaj Arvonen, Eila Arvonen, Jarno Multanen, Joonas Jääskeläinen**

- kalanviljelyn ruokintateknologiaa, fosforin erotus vedestä

**HSY/Ravita**

- biologisen fosforinpoiston ja saostamisen sijaan kehitteillä menetelmä, jossa fosfori ei sitoudu lietteeseen vaan läpäisee jätevesien käsittelyprosessin ja erotetaan käsittelystä jätevedestä



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**NutriTrade**  
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